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Item No. 2a

*Scott Haggerty, Chair*  
Alameda County

*Adrienne J. Tissier, Vice Chair*  
San Mateo County

*Tom Azumbrado*  
U.S. Department of Housing  
and Urban Development

*Tom Bates*  
Cities of Alameda County

*Dean J. Chu*  
Cities of Santa Clara County

*Dave Cortese*  
Association of Bay Area Governments

*Chris Daly*  
City and County of San Francisco

*Bill Dodd*  
Napa County and Cities

*Dorene M. Giacomini*  
U.S. Department of Transportation

*Federal D. Glover*  
Contra Costa County

*Anne W. Halsted*  
San Francisco Bay Conservation  
and Development Commission

*Steve Kinsey*  
Marin County and Cities

*Sue Lempert*  
Cities of San Mateo County

*Jake Mackenzie*  
Sonoma County and Cities

*Jon Rubin*  
San Francisco Mayor's Appointee

*Bijan Sartipi*  
State Business, Transportation  
and Housing Agency

*James P. Spering*  
Solano County and Cities

*Amy Rein Worth*  
Cities of Contra Costa County

*Ken Yeager*  
Santa Clara County

*Steve Heminger*  
Executive Director

*Ann Flemer*  
Deputy Executive Director, Policy

*Andrew B. Fremier*  
Deputy Executive Director, Operations

OPERATIONS COMMITTEE  
FRIDAY, APRIL 9, 2010  
MINUTES

ATTENDANCE

Chair Rein Worth convened the meeting at 9:35 a.m. In addition to Chair Rein Worth, the following Committee members were in attendance: Vice-Chair Chu, Commissioners Halsted, Lempert, Mackenzie, Rubin, Spering, Tissier, and Yeager. Also in attendance were Commissioners Bates and Daly.

CONSENT CALENDAR

Committee members unanimously approved the following items on the consent calendar:

- TransLink® Program Contract Actions:
  - Change Order – Implement Revised Transfer Rules between Golden Gate Transit/Ferry and SFMTA: Cubic Transportation Systems (\$80,000);
  - Change Order – Additional Spares for SFMTA Ticket Vending Machines and Faregates: Cubic Transportation Systems (\$300,000);
  - Funding Agreement – Customer Outreach Fare Discount Incentives: AC Transit (\$250,000);
- Hub Signage Program Funding Agreement - Install Hub Signage in Napa: Napa County Transportation and Planning Agency (\$190,000);
- Contract Amendment - 511 Departure Times Stop ID Decal: Swirl (\$135,000);
- Funding Agreement Amendment – Regional Signal Timing Program: Santa Clara County (\$63,277).

TransLink® Program Contract Actions

Mr. Jacob Avidon, MTC staff person, reported that staff is recommending two items for approval, a contract amendment with Booz Allen Hamilton, and a contract change order with Cubic Transportation Systems. Mr. Avidon explained that staff is requesting an in-person customer service center to assist customers. He noted that there is limited ability for the system to provide customer services at the transit agency ticket offices and retailers. He noted that they are unable to assist customers with lost or stolen TransLink® cards, malfunctioning cards, or any billing issues that may arise. Staff is looking to operate a single customer service center in downtown San Francisco. The location would leverage the existing transit information kiosk that is located on the Mezzanine level of the Embarcadero Center. As a back-up, staff is looking at available

retail space that might be available in one of the downtown BART stations. He noted that the proposed cost would cover additional equipment, software development, and the initial operating period.

Commissioner Halsted asked about the language requirements. Mr. Avidon responded that the TransLink<sup>®</sup> program is generally tri-lingual: English, Spanish, and Mandarin. Staff will do their best to make sure that the in person customer service center is also tri-lingual.

Ms. Kimpreet Puar, MTC staff person, requested Committee members' approval of a proposed amendment to the Booz Allen Hamilton technical advisor contract. She noted that the amendment consists of two parts, and would support Title VI assessment of the transit operator's fare media transition to TransLink<sup>®</sup> in accordance with MTC Resolution No. 3866. Staff enlisted the assistance of Booz Allen Hamilton for this effort. A Title VI assessment requires a specific set of proficiencies, including a solid understanding of Title VI issues, and their application in the transit environment, intensive data analysis, experience working with transit operators and the riding public, overall project management skills, and the ability to organize a multi-operator phased fare media implementation study. With this in mind, Booz Allen Hamilton selected Milligan and Co. as the subcontractor to perform this work with Booz Hamilton. Milligan and Co. is in the process of performing 200 reviews of other operator's Title VI assessments, has mentored them to compliance, and is extremely familiar with FTA regulations and their process around Title VI. Ms. Puar reported that the proposed amendment would also add \$1 million to continue Booz Allen Hamilton's program management technical support and launch support of the SFMTA Muni Metro ticket vending machine and fare gate installation project.

Commissioner Sperling asked, in light of what happened with BART, is staff taking into consideration that this will meet the Federal requirements? Mr. Steve Heminger, MTC's Executive Director, responded that this is our due diligence to ensure we are addressing all federal requirements.

Commissioner Rubin asked if staff has a sense of the requirements. Mr. Heminger responded that Title VI assessments are required for fare changes or major service changes.

Commissioner Sperling moved to approve: 1) a contract change order with Cubic Transportation System, in an amount not to exceed \$500,000, to provide an in-person customer service center location; and 2) a contract amendment with Booz Allen Hamilton, in an amount not to exceed \$1,500,000, to procure a Title VI review of the fare media transitions and to provide Project Manager technical support and SFMTA launch support. Commissioner Tissier seconded the motion. The motion carried unanimously.

Update on Transition from TransLink<sup>®</sup> to Clipper<sup>SM</sup>

Mr. Avidon provided a Powerpoint slide presentation to Committee members on the transition from TransLink<sup>®</sup> to Clipper<sup>SM</sup>. He noted that after several months of planning, TransLink<sup>®</sup> will officially become Clipper<sup>SM</sup> on June 16, 2010. Mr. Avidon described the details of the transition schedule and plans for the customer education program. Current customers will be notified in late April and May that TransLink<sup>®</sup> will become Clipper<sup>SM</sup> on June 16<sup>th</sup>. During this period, the contractor will begin replacing TransLink<sup>®</sup> logos with Clipper<sup>SM</sup> logos. Signs will go up in mid-May notifying the public of the change. In early-July, a broader customer education program will be enhanced, designed to target not just the existing TransLink<sup>®</sup> customers, but also other Bay Area transit riders who will be affected by the fare media transition policies.

PUBLIC COMMENT/OTHER BUSINESS/ADJOURNMENT

There being no further business, Chairperson Rein Worth adjourned the meeting at 10:00 a.m.